

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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P R 100900Z FEB 76

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 6759

AMEMBASSY COPENHAGEN

AMCONSUL FRANKFURT

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 709

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: LABORATORY INSTRUMENTS SHOW

1. NAME OF EXHIBITION: LABORATORY INSTRUMENTS EXHIBITION.

2. PLACE AND DATE: US TRADE CENTER FOR SCANDINAVIA, STOCKHOLM,  
FEBRUARY 3-6, 1976.

3. NUMBER OF EXHIBITORS: 43 (24 NTM, 19 OIM), PARTICIPANTS  
20 (14 NTM, 6 OIM).

4. IMMEDIATE SALES: \$51,000

TWELVE MONTH PROJECTED SALES: \$2,615,200

TOTAL BUSINESS: \$2,666,200

LEADS: 738

5. SALES RESULTS BY CATEGORY:

A) NTM SALES: \$15,000

NTM PROJECTED SALES \$963,200

B) OTM SALES \$36,000

OTM PROJECTED SALES \$1,652,000

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6. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 3

7. NUMBER OF REPRESENTATION AGREEMENTS SIGNED DURING EXHIBITION: 2

8. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AT CLOSE OF SHOW AND EXPECTED WITHIN 12 MONTHS: 5

9. REGISTERED VISITORS AT EXHIBITION: 746 (HAND COUNT 820).

10. EXHIBITOR ACHIEVEMENTS: A) MR. EMIL F. HAAG, SCHOEFFEL INSTRUMENTS, AN NTM EXHIBITING SPECTRO DENSITOMETERS REPORTED SUCCESS IN HIS EFFORTS, PROJECT SALES AT \$20,000 FOR THE FIRST YEAR AND AT THE CLOSE OF SHOW WAS NEGOTIATING WITH TWO POTENTIAL DISTRIBUTORS. HE NOTED: "MAILING PROGRAM WAS VERY EFFICIENT. LEADS ARE EXCELLENT". CLEARED FOR PUBLICATION.

B) MR. LARS GUNNEFLO OF CCCANDIA METRIC AB (OIM) REPRESENTING SPECTRAWPPHYSICS REPORTED HIS ESTIMATED FIRST YEAR SALES OF \$100,000 FOR HIS LIQUID CHROMATOGRAPH EQUIPMENT AND NOTED: "NUMBER AND QUALITY OF VISITORS EXCELLENT. WE TALKED TO 90 PERCENT OF IMPORT PROSPECTS. WE WERE CONTACTED BY A NUMBER OF GOOD PROSPECTS WE WERE NOT AWARE OF PRIOR TO THE SHOW". CLEARED FOR PUBLICATION. C) MR. ROLF JUTVIK, PERKIN-ELMER (OIM) WHO SHOWED A RANGE OF SPECIALIZED SPECTROSCOPY EQUIPMENT PROJECTS \$350,000 IN FIRST YEAR SALES AND NOTED: "WE MET THE NEW CUSTOMERS WHOM WE EXPECTED TO SEE". NOT CLEARED FOR PUBLICATION. D) MR. GORAN OLSSON OF RESCON AB, REPRESENTING ROYCO INSTRUMENTS INC., (OTM) PROJECTS SALES OF \$50,000 FOR HIS POLLUTION MONITORS AND COMMENTED: "THE SERVICE AT STC IS BETTER THAN ANYWHERE ELSE IN SCANDINAVIA". CLEAREROR PUBLICATION.

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 FEB 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STOCKH00709  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 2  
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**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 08 SEP 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <08 SEP 2004 by meiwc>; APPROVED <08 SEP 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COMMERCIAL PROGRAM: LABORATORY INSTRUMENTS SHOW  
**TAGS:** BEXP, SW  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006